

## ST.14

# Pitch the new business strategy to the CEO

### *Complex activity*

The aim of this activity is to prepare and deliver a pitch to the CEO that explains the new business strategy proposal and the potential benefits for the company.



### INPUT

- New business strategy proposal from the activity *ST.13 Do an individual/group review of the business strategy proposal.*

### OUTPUTS

- Completed pitch of new business strategy.
- Decision from the CEO as to how to proceed.

These outputs are used in the activity *ST.15 Consider key management issues for implementation.*

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The final activity in the *SET STRATEGY* phase is to pitch the new business strategy that you have developed to the CEO and Senior Management Team along with a proposal for your eco-innovation services to enable the implementation of this strategy.

The first part of the pitch should focus on the new business strategy proposal and the process used to develop it. The second part of the pitch should outline the support services to implement eco-innovation that you can offer to facilitate the implementation of the proposed strategy. A suggested outline for the pitch is provided in the box below.

### HOW TO GO ABOUT IT

#### Key points for pitching the new business strategy

1. Begin by explaining that the new business strategy that you are about to describe is a proposal and that the next phases of the methodology will define how the strategy could be implemented and will validate the benefits and risks of the strategy.
2. Also explain that adopting the new business strategy does not necessarily mean entirely abandoning the previous business strategy.
3. Provide a brief overview of the process you have followed during the *SET STRATEGY* phase to generate the strategy proposal.
4. Present the sustainability hotspots and the results of the SWOT analysis. Start with the sustainability hotspots (negative impacts) and the Threats so that the management team can see the risks of continuing with a 'business as usual' approach.
5. Introduce the company vision statement and the associated strategic goals and show how they address the sustainability hotspots and high priority SWOT issues.
6. Introduce the new markets, products and selling points and identify the potential risks and benefits of these using the results from the *Strategy Idea Evaluation template*.
7. Explain that it is not possible to estimate the overall cost of implementing the new strategy but that this will be a deliverable from the *SET BUSINESS MODEL* phase.

#### Template of Business Strategy Pitch



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8. Provide an overview of the next phases in the eco-innovation methodology, including:
  - The main activities of each phase along with their deliverables.
  - The resources required and the likely timescales (showing the time from their staff and from you).
9. Conclude by asking for a decision (or a timescale for a decision) on how to proceed. The possible options are:
  - Agree to proceed – next step is to plan an In-depth Assessment activity to gather more quantified data about the company to support the business model innovation process.
  - Request for more information – next step is to gather the information requested and arrange another review meeting to present the information.
  - Pause – There may be many reasons why the company might not feel ready to proceed. Try to determine exactly what it is about their current situation that is making them reluctant to proceed and identify ways that you could help.
  - Abandon – if the company decide that eco-innovation is not a suitable approach for their organization, try to establish what the main problems are from their perspective.



# Business strategy pitch

Project \_\_\_\_\_

Date \_\_\_\_\_

Version \_\_\_\_\_

## Value of your process

What would be an overview of the process you have followed to develop this proposal?

## Strategy pitch

What is the strategy proposed about? What is the story behind this strategy?

### Vision

### Goals

### Story

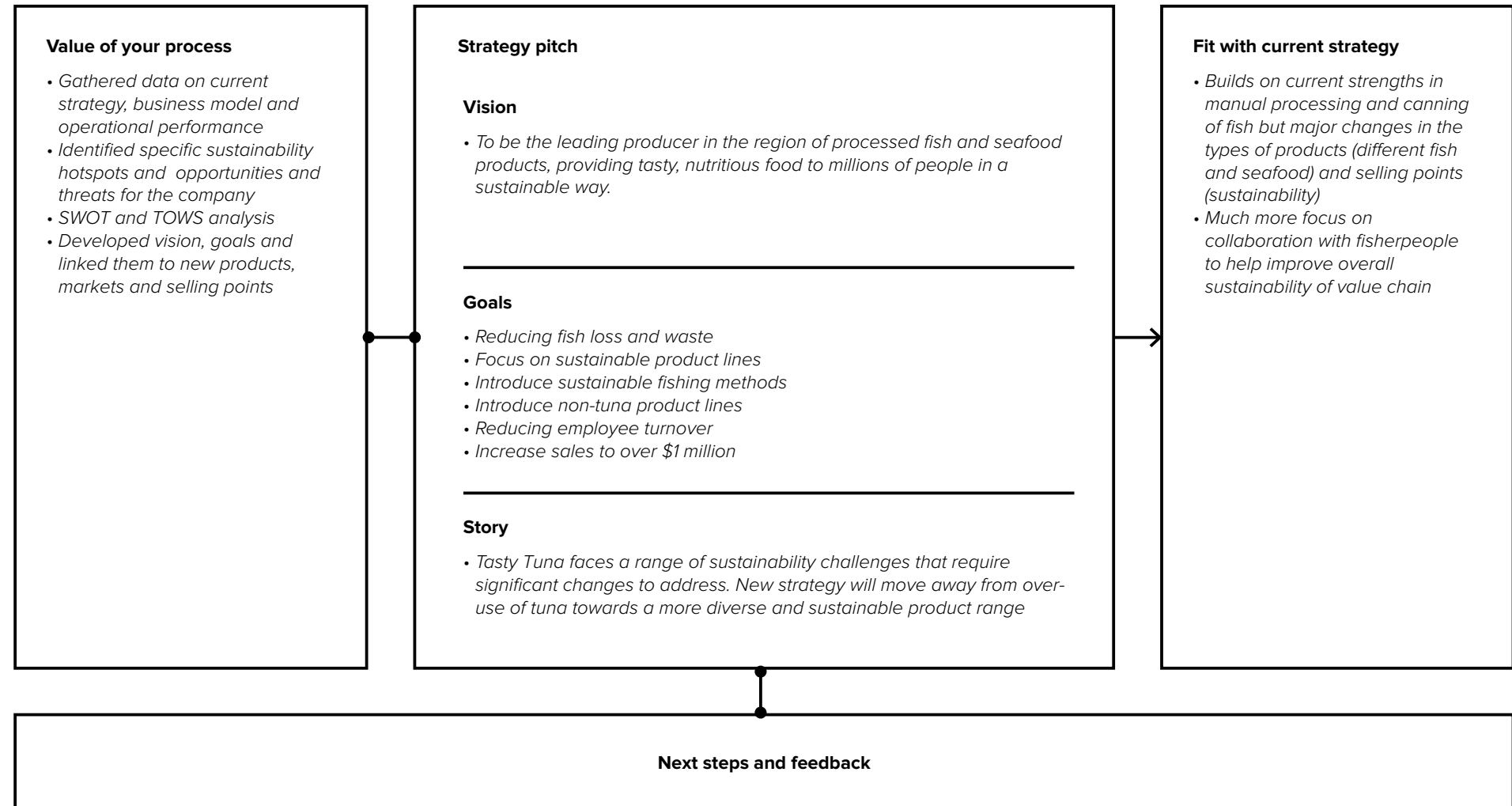
## Fit with current strategy

How is the strategy proposed building on the current company's strategy? How it is changing it?

Next steps and feedback

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## LEARNING CASE STUDY OF BUSINESS STRATEGY PITCH



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### TIPS & TRICKS

#### **SIGN A CONTRACT**

Once you receive approval to proceed, you should organize a contract (if you have not already done so) that captures the detail of the services you will provide along with confirmation of the cost of these services.

